



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 3070948
Schedule Dates 10/18/17-10/24/17
Advertiser Ed Gillespie for VA Governor (116805)
Agency Strategic Media Placement (6694)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Ed Gillespie (671299)
Salesperson Monares, Barbara (3870)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 3211
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 10/17/17
Last Modified 10/17/17
Entered By Tiffany Lewis
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$23,160.00
Net Total \$131,240.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2017	128	\$154,400.00
Grand Total:	128	\$154,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/18/17-10/20/17	3	:30	4:30A- News-Good Morning Washington at 430a				1	1	1			3	\$75.00	\$225.00	Washington (WJLA)		10/17/17
2.0	Normal Line / SPOT	10/23/17-10/24/17	3	:30	4:30A- News-Good Morning Washington at 430a		1	1						2	\$75.00	\$150.00	Washington (WJLA)		10/17/17
3.0	Normal Line / SPOT	10/18/17-10/20/17	2	:30	5A- News-Good Morning Washington at 5a				2	1	2			5	\$475.00	\$2,375.00	Washington (WJLA)		10/17/17
4.0	Normal Line / SPOT	10/23/17-10/24/17	2	:30	5A- News-Good Morning Washington at 5a		2	2						4	\$475.00	\$1,900.00	Washington (WJLA)		10/17/17
5.0	Normal Line / SPOT	10/18/17-10/20/17	2	:30	6A- News-Good Morning Washington at 6a				2	2	1			5	\$1,000.00	\$5,000.00	Washington (WJLA)		10/17/17
6.0	Normal Line / SPOT	10/23/17-10/24/17	2	:30	6A- News-Good Morning Washington at 6a		1	2						3	\$1,000.00	\$3,000.00	Washington (WJLA)		10/17/17
7.0	Normal Line / SPOT	10/18/17-10/20/17	2	:30	7A- ABC-Good Morning America				2	3	3			8	\$1,000.00	\$8,000.00	Washington (WJLA)		10/17/17
8.0	Normal Line / SPOT	10/23/17-10/24/17	2	:30	7A- ABC-Good Morning America		3	3						6	\$1,000.00	\$6,000.00	Washington (WJLA)		10/17/17
9.0	Normal Line / SPOT	10/18/17-10/20/17	2	:30	9A- Live with Kelly				1	1	1			3	\$500.00	\$1,500.00	Washington (WJLA)		10/17/17
10.0	Normal Line / SPOT	10/18/17-10/20/17	3	:30	10A- Rachael Ray				1		2			3	\$250.00	\$750.00	Washington (WJLA)		10/17/17

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11.0	Normal Line / SPOT	10/23/17-10/23/17	3	:30	10A- Rachael Ray		1							1	\$250.00	\$250.00	Washington (WJLA)		10/17/17
12.0	Normal Line / SPOT	10/18/17-10/19/17	2	:30	11A- ABC-The View				1	1				2	\$450.00	\$900.00	Washington (WJLA)		10/17/17
13.0	Normal Line / SPOT	10/23/17-10/24/17	2	:30	11A- ABC-The View		2	1						3	\$450.00	\$1,350.00	Washington (WJLA)		10/17/17
14.0	Normal Line / SPOT	10/18/17-10/20/17	2	:30	12P- News-ABC 7 News at Noon				1		1			2	\$500.00	\$1,000.00	Washington (WJLA)		10/17/17
15.0	Normal Line / SPOT	10/23/17-10/24/17	2	:30	12P- News-ABC 7 News at Noon		1	1						2	\$500.00	\$1,000.00	Washington (WJLA)		10/17/17
16.0	Normal Line / SPOT	10/18/17-10/20/17	2	:30	1P- ABC-The Chew				1	2	1			4	\$500.00	\$2,000.00	Washington (WJLA)		10/17/17
17.0	Normal Line / SPOT	10/23/17-10/23/17	2	:30	1P- ABC-The Chew		2							2	\$500.00	\$1,000.00	Washington (WJLA)		10/17/17
18.0	Normal Line / SPOT	10/18/17-10/20/17	2	:30	2P- ABC-General Hospital				1	1	2			4	\$600.00	\$2,400.00	Washington (WJLA)		10/17/17
19.0	Normal Line / SPOT	10/24/17-10/24/17	2	:30	2P- ABC-General Hospital			1						1	\$600.00	\$600.00	Washington (WJLA)		10/17/17
20.0	Normal Line / SPOT	10/18/17-10/20/17	3	:30	Orbit- [P]Hot Bench(We Th Fr), [P]Hot Bench 2(We Th Fr)				1	1	1			3	\$300.00	\$900.00	Washington (WJLA)		10/17/17
21.0	Normal Line / SPOT	10/23/17-10/24/17	3	:30	Orbit- [P]Hot Bench(Mo Tu), [P]Hot Bench 2(Mo Tu)		1	1						2	\$300.00	\$600.00	Washington (WJLA)		10/17/17

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22.0	Normal Line / SPOT	10/18/17-10/20/17	2	:30	4P- News-ABC 7 News at 4p				2	1	2			5	\$500.00	\$2,500.00	Washington (WJLA)		10/17/17
23.0	Normal Line / SPOT	10/23/17-10/24/17	2	:30	4P- News-ABC 7 News at 4p		1	2						3	\$500.00	\$1,500.00	Washington (WJLA)		10/17/17
24.0	Normal Line / SPOT	10/18/17-10/20/17	2	:30	5P- News-ABC 7 News at 5p				1	2	1			4	\$550.00	\$2,200.00	Washington (WJLA)		10/17/17
25.0	Normal Line / SPOT	10/23/17-10/24/17	2	:30	5P- News-ABC 7 News at 5p		1	2						3	\$550.00	\$1,650.00	Washington (WJLA)		10/17/17
26.0	Normal Line / SPOT	10/18/17-10/20/17	2	:30	6P- News-ABC 7 News at 6p				1		2			3	\$700.00	\$2,100.00	Washington (WJLA)		10/17/17
27.0	Normal Line / SPOT	10/23/17-10/24/17	2	:30	6P- News-ABC 7 News at 6p		2	1						3	\$700.00	\$2,100.00	Washington (WJLA)		10/17/17
28.0	Normal Line / SPOT	10/19/17-10/20/17	2	:30	6:27P- 6:30P (EST)					1	1			2	\$3,000.00	\$6,000.00	Washington (WJLA)		10/17/17
29.0	Normal Line / SPOT	10/24/17-10/24/17	2	:30	6:27P- 6:30P (EST)			1						1	\$3,000.00	\$3,000.00	Washington (WJLA)		10/17/17
30.0	Normal Line / Access	10/20/17-10/20/17	2	:30	6:57P- 7P (EST)						1			1	\$6,000.00	\$6,000.00	Washington (WJLA)		10/17/17
31.0	Normal Line / Access	10/19/17-10/20/17	2	:30	7P- Wheel Of Fortune					1	2			3	\$2,000.00	\$6,000.00	Washington (WJLA)		10/17/17
32.0	Normal Line / Access	10/23/17-10/24/17	2	:30	7P- Wheel Of Fortune		1	1						2	\$2,000.00	\$4,000.00	Washington (WJLA)		10/17/17
33.0	Normal Line / Access	10/18/17-10/20/17	2	:30	7:30P- Jeopardy				1	1	1			3	\$3,000.00	\$9,000.00	Washington (WJLA)		10/17/17
34.0	Normal Line / Access	10/23/17-10/23/17	2	:30	7:30P- Jeopardy		1							1	\$3,000.00	\$3,000.00	Washington (WJLA)		10/17/17

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35.0	Normal Line / SPOT	10/18/17-10/20/17	2	:30	11P- News-ABC 7 News at 11p				1		2			3	\$1,200.00	\$3,600.00	Washington (WJLA)		10/17/17
36.0	Normal Line / SPOT	10/23/17-10/24/17	2	:30	11P- News-ABC 7 News at 11p		1	1						2	\$1,200.00	\$2,400.00	Washington (WJLA)		10/17/17
37.0	Normal Line / SPOT	10/18/17-10/19/17	2	:30	11:35P- ABC-Jimmy Kimmel				1	2				3	\$500.00	\$1,500.00	Washington (WJLA)		10/17/17
38.0	Normal Line / SPOT	10/23/17-10/23/17	2	:30	11:35P- ABC-Jimmy Kimmel		2							2	\$500.00	\$1,000.00	Washington (WJLA)		10/17/17
39.0	Normal Line / SPOT	10/18/17-10/20/17	3	:30	12:30A- ABC-Nightline				1		1			2	\$200.00	\$400.00	Washington (WJLA)		10/17/17
40.0	Normal Line / SPOT	10/24/17-10/24/17	3	:30	12:30A- ABC-Nightline			1						1	\$200.00	\$200.00	Washington (WJLA)		10/17/17
41.0	Normal Line / Prime	10/20/17-10/20/17	2	:30	10:01P- ABC-20/20 (Friday)						1			1	\$4,000.00	\$4,000.00	Washington (WJLA)		10/17/17
42.0	Normal Line / SPOT	10/21/17-10/21/17	2	:30	7A- ABC-Good Morning America Saturday							2		2	\$500.00	\$1,000.00	Washington (WJLA)		10/17/17
43.0	Normal Line / Football	10/21/17-10/21/17	2	:30	12:30P- Sports-ABC College Football Early							1		1	\$3,000.00	\$3,000.00	Washington (WJLA)		10/17/17
44.0	Normal Line / Football	10/21/17-10/21/17	2	:30	3:30P- Sports-ABC College Football Late							1		1	\$3,500.00	\$3,500.00	Washington (WJLA)		10/17/17
45.0	Normal Line / Football	10/21/17-10/21/17	3	:30	8P- Sports-ABC College Football Prime							1		1	\$4,000.00	\$4,000.00	Washington (WJLA)		10/17/17

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46.0	Normal Line / SPOT	10/22/17-10/22/17	2	:30	8A- ABC-Good Morning America Sunday								1	1	\$500.00	\$500.00	Washington (WJLA)		10/17/17
47.0	Normal Line / SPOT	10/22/17-10/22/17	3	:30	10A- News-Full Measure with Sharyl Attkisson								1	1	\$200.00	\$200.00	Washington (WJLA)		10/17/17
48.0	Normal Line / SPOT	10/22/17-10/22/17	2	:30	10:30A- Government Matters								1	1	\$150.00	\$150.00	Washington (WJLA)		10/17/17
49.0	Normal Line / Pre-Game	10/23/17-10/23/17	2	:30	8P- Sports-Redskins Football Pregame		1							1	\$1,500.00	\$1,500.00	Washington (WJLA)		10/17/17
50.0	Normal Line / Post-Game	10/23/17-10/23/17	2	:30	11:37P- Sports-Redskins Football Post Game		1							1	\$1,500.00	\$1,500.00	Washington (WJLA)		10/17/17
51.0	Normal Line / Football	10/23/17-10/23/17	2	:30	8:30P- Sports-Redskins Football		2							2	\$18,000.00	\$36,000.00	Washington (WJLA)		10/17/17

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